Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85486320
LAW OFFICE ASSIGNED	LAW OFFICE 102

MARK SECTION (no change)

ARGUMENT(S)

In response to the Office Action ("OA") mailed this past October 22, 2012, Applicant submits the following request for reconsideration: RESPONSE RE: 2(e)(1) DESCRIPTIVENESS REFUSAL Applicant respectfully contends that Examiner's arguments are insufficiently supported by the evidence. A review of the relevant jurisprudence clearly indicates that much of the evidence introduced by an examiner to support a finding of descriptiveness arising from a foreign term must speak to the relevant portion of the U.S. consuming public. In other words, if a cited source originates in a foreign country, its probative value is low or non-existent as it does not speak to the understanding of the term by U.S. consumers. In re Bayer Aktiengesellschaft, 2005 TTAB LEXIS 521, 8 n3 ("A common mistake of examining attorneys is submission of NEXIS excerpts originating in foreign countries. The present record includes such evidence, and these excerpts are not probative on the issue before us."). Applicant's prior responsive filing noted which of the Examiner's evidence originated in a foreign country. Those items should not be considered or be given little weight in considering what the term SUERO ORAL means to U.S. consumers. Similarly, in the Examiner's Final Office Action, Examiner cites to foreign sources, namely attachments from: 1. www.mibebecito.com (from El Salvador; see Ex. 16), 2. www.fundaciondiabetes.org (site from Spain hosting article written by a clinic in Barcelona, Spain; see Ex. 17), 3. www.linguee.es (a translation site from Germany that draws mainly on various non-U.S. sources. It is notable that the few references to U.S. sites [from Florida, Arizona and New Jersey, see Attachments 24, 26] translates "suero oral" into Suero Oral and "suero" into IV [i.e. intravenous] or serum; see Ex. 18), 4. www.comoserunkiwi.com (from Spain; see Ex. 19), 5. www.espanol.babycenter.com (Babycenter's international page for Spain), 6. www.youtube.com (the posters of these videos are from Mexico or the organization PAHO; see Ex. 20-23), and 7. www.proz.com (the discussion shows that the use of "suero oral" descriptively arises with respect to Mexico at Attachment 15). Examiner, in the body of the Final Office Action, quotes from Wikipedia language that specifically limits its discussion of "Suero Oral" to households in South and Central America and parts of the Caribbean (The U.S. is not mentioned). Simply put, these items should not be considered or, if considered, given little weight vis-a- vis Applicant's U.S.-based evidence. Furthermore, a foreign word may have multiple meanings in English. Where such a term does not have a single and unalterable significance in English, then no likelihood of confusion can be found. 4 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 23:38 at 23-168 (4th ed. 2006) (Referencing a case where likelihood of confusion was not found between PALOMA and DOVE, both for heating apparatus, because "paloma" translates to both dove and pigeon). Similarly, no equivalence

can be found for purposes of determining if the foreign word's primary meaning is descriptive if the foreign term has multiple meanings in English. It is clear from the Examiner's own evidence that SUERO translates to both "serum" and "whey." Attachment 16-18. In one source, "whey" is the first and primary translation. Attachment 16. The discussion found on proz.com shows that the translation of "Suero Oral" as whey or buttermilk received a higher peer agreement than the Mexican-based translation of "saline solution." Attachment 15. As such, Applicant proposes in the alternative that its mark's meaning cannot be descriptive because only one of its multiple meanings is arguably descriptive. In view of the foregoing response, Applicant believes that Applicant has addressed all of Examiner's objections to applicant's trademark application. The application as presently amended is deemed in condition for publication and prompt publication is respectfully requested. If for some reason the present amendment does not place the case in condition for publication, the Examiner is respectfully requested to call applicant's attorney at (305) 604-2051 to discuss any possible further amendment of the like which places the case in condition for publication, or to arrange an Examiner's amendment to put the case in condition for publication. Respectfully submitted, Amaury Cruz, Esq.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)					
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	$\verb \ $				
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DESCRIPTION OF EVIDENCE FILE	PDF's of websites showing the origin of Examiner's evidence attached to the Final Office Action.				
SIGNATURE SECTIO	N				
RESPONSE SIGNATURE	/amaury cruz/				
SIGNATORY'S NAME	Amaury Cruz, Esq.				
SIGNATORY'S POSITION	Attorney of record, Florida bar member				
SIGNATORY'S PHONE NUMBER	305-604-2051				
DATE SIGNED	04/22/2013				
AUTHORIZED SIGNATORY	YES				
CONCURRENT APPEAL NOTICE FILED	NO				
FILING INFORMATION	ON SECTION				
SUBMIT DATE	Mon Apr 22 22:10:25 EDT 2013				
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PTO Form 1930 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 05/31/2014)

Application serial no. **85486320** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

In response to the Office Action ("OA") mailed this past October 22, 2012, Applicant submits the following request for reconsideration: RESPONSE RE: 2(e)(1) DESCRIPTIVENESS REFUSAL Applicant respectfully contends that Examiner's arguments are insufficiently supported by the evidence. A review of the relevant jurisprudence clearly indicates that much of the evidence introduced by an examiner to support a finding of descriptiveness arising from a foreign term must speak to the relevant portion of the U.S. consuming public. In other words, if a cited source originates in a foreign country, its probative value is low or non-existent as it does not speak to the understanding of the term by U.S. consumers. In re Bayer Aktiengesellschaft, 2005 TTAB LEXIS 521, 8 n3 ("A common mistake of examining attorneys is submission of NEXIS excerpts originating in foreign countries. The present record includes such evidence, and these excerpts are not probative on the issue before us."). Applicant's prior responsive filing noted which of the Examiner's evidence originated in a foreign country. Those items should not be considered or be given little weight in considering what the term SUERO ORAL means to U.S. consumers. Similarly, in the Examiner's Final Office Action, Examiner cites to foreign sources, namely attachments from: 1. www.mibebecito.com (from El Salvador; see Ex. 16), 2. www.fundaciondiabetes.org (site from Spain hosting article written by a clinic in Barcelona, Spain; see Ex. 17), 3. www.linguee.es (a translation site from Germany that draws mainly on various non-U.S. sources. It is notable that the few references to U.S. sites [from Florida, Arizona and New Jersey, see Attachments 24, 26] translates "suero oral" into Suero Oral and "suero" into IV [i.e. intravenous] or serum; see Ex. 18), 4. www.comoserunkiwi.com (from Spain; see Ex. 19), 5. www.espanol.babycenter.com (Babycenter's international page for Spain), 6. www.youtube.com (the posters of these videos are from Mexico or the organization PAHO; see Ex. 20-23), and 7. www.proz.com (the discussion shows that the use of "suero oral" descriptively arises with respect to Mexico at Attachment 15). Examiner, in the body of the Final Office Action, quotes from Wikipedia language that specifically limits its discussion of "Suero Oral" to households in South and Central America and parts of the Caribbean (The U.S. is not mentioned). Simply put, these items should not be considered or, if considered, given little weight vis-a- vis Applicant's U.S.based evidence. Furthermore, a foreign word may have multiple meanings in English. Where such a term does not have a single and unalterable significance in English, then no likelihood of confusion can be found. 4 J. Thomas McCarthy, McCarthy on Trademarks and Unfair Competition § 23:38 at 23-168 (4th ed. 2006) (Referencing a case where likelihood of confusion was not found between PALOMA and DOVE, both for heating apparatus, because "paloma" translates to both dove and pigeon). Similarly, no equivalence can be found for purposes of determining if the foreign word's primary meaning is descriptive if the foreign term has multiple meanings in English. It is clear from the Examiner's own evidence that SUERO translates to both "serum" and "whey." Attachment 16-18. In one source, "whey" is the first and primary translation. Attachment 16. The discussion found on proz.com shows that the translation of "Suero Oral" as whey or buttermilk received a higher peer agreement than the Mexican-based translation of "saline solution." Attachment 15. As such, Applicant proposes in the alternative that its mark's meaning cannot be descriptive because only one of its multiple meanings is arguably descriptive. In view of the foregoing response, Applicant believes that Applicant has addressed all of Examiner's objections to applicant's trademark application. The application as presently amended is deemed in condition for publication and prompt publication is respectfully requested. If for some reason the present amendment does not place the case in condition for publication, the Examiner is respectfully requested to call applicant's attorney at (305) 604-2051 to discuss any possible further amendment of the like which places the case in condition for publication, or to arrange an Examiner's amendment to put the case in condition

for publication. Respectfully submitted, Amaury Cruz, Esq.

EVIDENCE

Evidence in the nature of PDF's of websites showing the origin of Examiner's evidence attached to the Final Office Action. has been attached.

Original PDF file:

evi_6619170234-220055120_. Ex_16_WhoIs_mibebecito.pdf

Converted PDF file(s) (2 pages)

Evidence-1

Evidence-2

Original PDF file:

evi 6619170234-220055120 . Ex 17 WhoIs fundaciondiabetes.pdf

Converted PDF file(s) (2 pages)

Evidence-1

Evidence-2

Original PDF file:

evi_6619170234-220055120_._Ex_18_linguee_source.pdf

Converted PDF file(s) (2 pages)

Evidence-1

Evidence-2

Original PDF file:

evi_6619170234-220055120_. Ex_19_WhoIs_comoserunkiwi.pdf

Converted PDF file(s) (1 page)

Evidence-1

Original PDF file:

evi_6619170234-220055120_._Ex_20_Rangel.pdf

Converted PDF file(s) (1 page)

Evidence-1

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evi_6619170234-220055120_._Ex_21_Verdugo.pdf

Converted PDF file(s) (1 page)

Evidence-1

Original PDF file:

evi 6619170234-220055120_._Ex_22_Orbe.pdf

Converted PDF file(s) (1 page)

Evidence-1

Original PDF file:

evi_6619170234-220055120_._Ex_23_PAHO.pdf

Converted PDF file(s) (1 page)

Evidence-1

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /amaury cruz/ Date: 04/22/2013

Signatory's Name: Amaury Cruz, Esq.

Signatory's Position: Attorney of record, Florida bar member

Signatory's Phone Number: 305-604-2051

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85486320

Internet Transmission Date: Mon Apr 22 22:10:25 EDT 2013 TEAS Stamp: USPTO/RFR-66.191.70.234-2013042222102538

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Domain Name: MIBEBECITO.COM Registrar: GODADDY.COM, LLC Whois Server: whois.godaddy.com Referral URL: http://registrar.godaddy.com Name Server: NS1.CREADIGITAL.COM Name Server: NS2.CREADIGITAL.COM

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Registered through: GoDaddy.com, LLC (http://www.godaddy.com) Domain Name: MIBEBECITO.COM Created on: 27-Apr-09 Expires on: 27-Apr-14 Last Updated on: 28-Mar-11

Registrant: Importadora Avash Bendek, S.A. de C.V. Calle Xochiquetzal # C-2 Cumbres de Cuscatlan Antiguo Cuscatlan, 01000 El Salvador

Administrative Contact: Avash, Farid Alberto favash@yahoo.com Importadora Avash Bendek, S.A. de C.V. Calle Xochiquetzal # C-2 Cumbres de Cuscatlan Antiguo Cuscatlan, 01000 FI Salvador (503) 7890-0281

Technical Contact: Avash, Farid Alberto favash@yahoo.com Importadora Avash Bendek, S.A. de C.V. Calle Xochiquetzal # C-2 Cumbres de Cuscatlan

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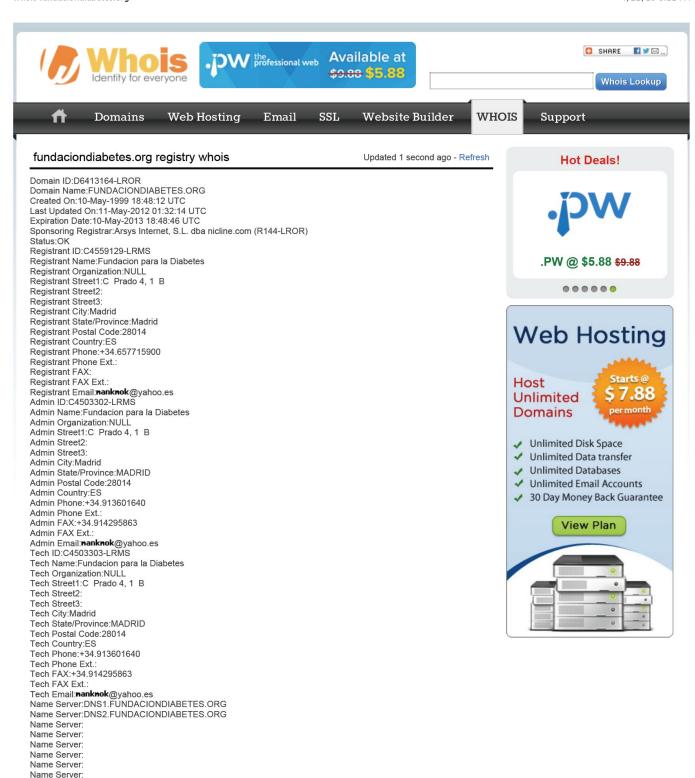
Domain servers in listed order: NS1.CREADIGITAL.COM NS2.CREADIGITAL.COM

related domain names

godaddy.com creadigital.com yahoo.com

Resellers Domains Hosting & Products Infrastructure Support Register Domain Name Linux Hosting View Knowledge Base Join Reseller Program Hosting Security View Domain Pricing Windows Hosting Bulk Domain Register Linux Reseller Hosting 24 x 7 Servers Monitoring Report Abuse Windows Reseller Hosting Backup and Recovery About Whois Website Builder Name Suggestion Tool Copyright © Whois. All rights reserved Privacy Policy | Legal Agreement

Whois fundaciondiabetes.org 4/22/13 8:11 PM



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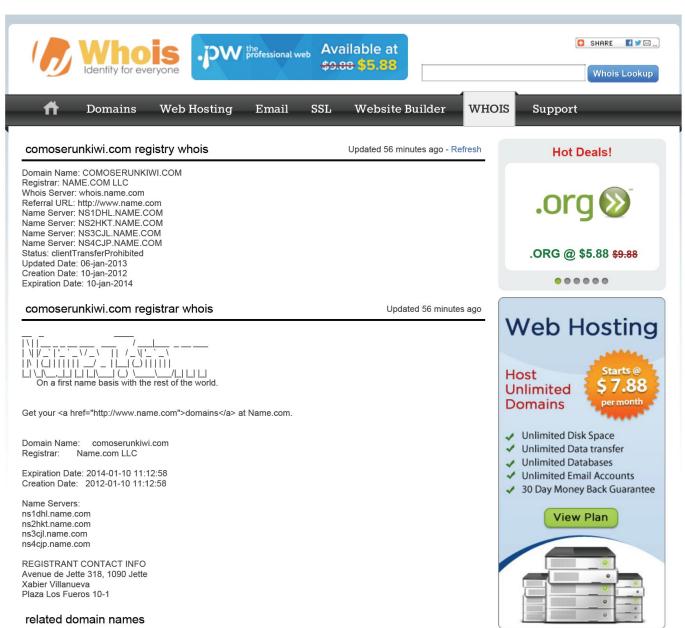
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Búsquedas más frecuentes en el diccionario español: 1-200, -1000, -2000, -10000 , -30000, -100000, -200000 Búsquedas más frecuentes en el diccionario inglés: 1-200, -1000, -2000, -10000 , -30000, -100000, -200000

Editores Términos y condiciones Política de privacidad (© Linguee GmbH, 2013)

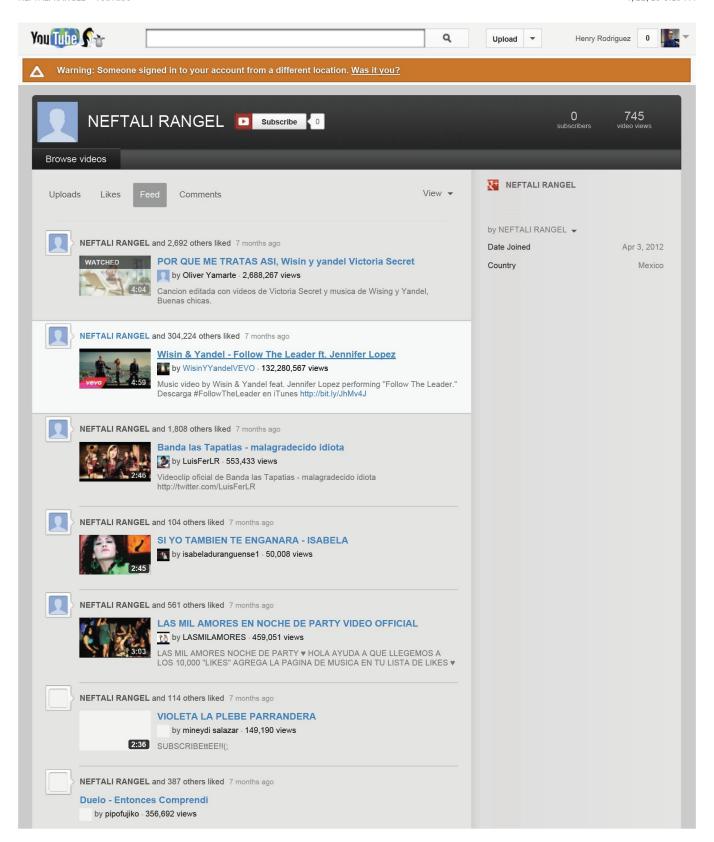
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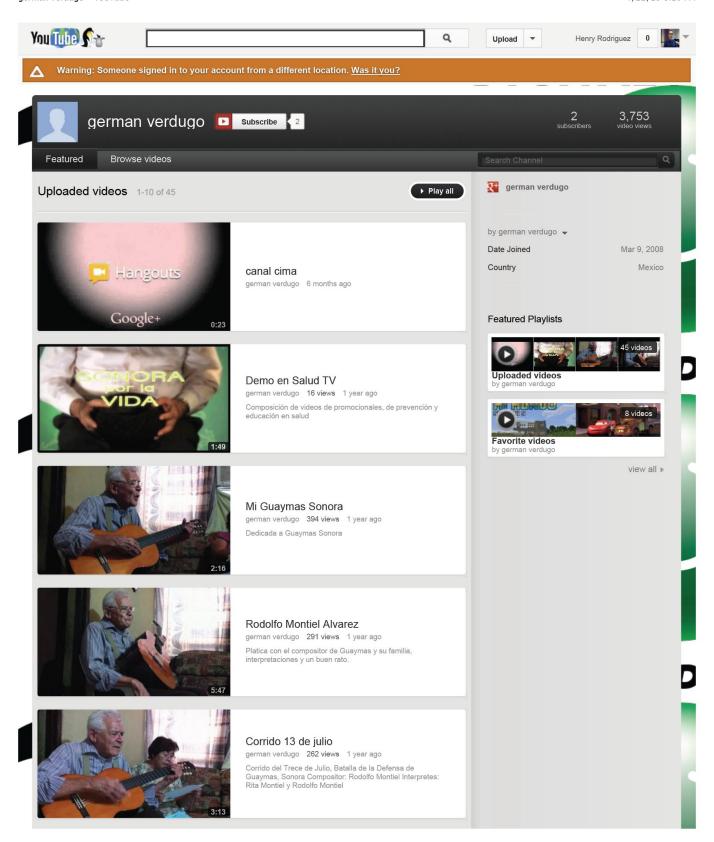
name.com

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Register Domain Name	Linux Hosting	Datacenter Details		Join Reseller Program
View Domain Pricing	Windows Hosting	Hosting Security	Contact Support	
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Bulk Domain Transfer	Windows Reseller Hosting	Backup and Recovery	About Whois	
Whois Lookup	Website Builder			

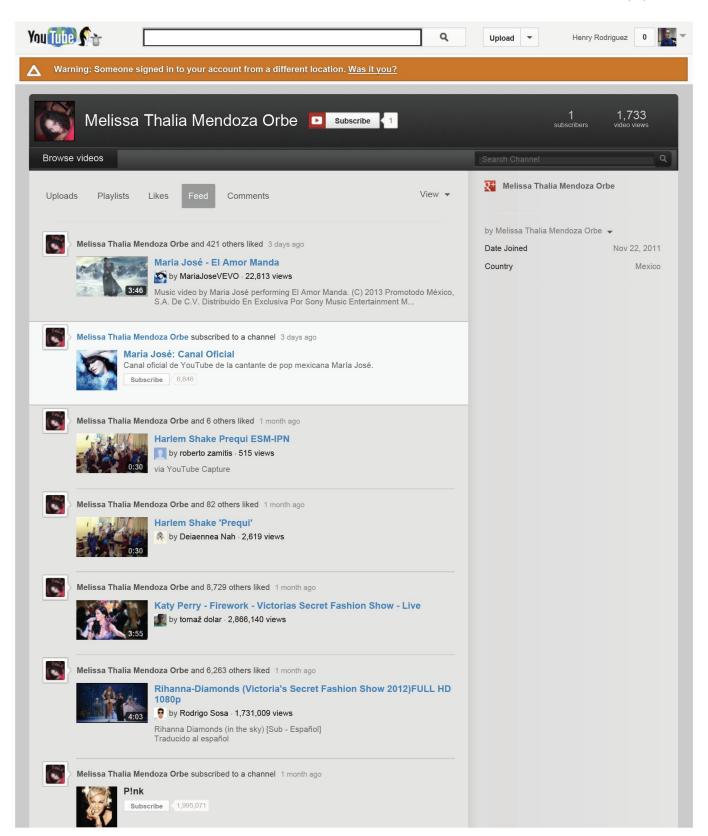
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